## **ORDER**

Orders Order / Rev: 714001 Alt Order #: 06316848 Product Desc: OBAMA FOR AMERICA WKYC 1781 Estimate: Flight Dates: 09/18/12 - 10/01/12 Joe Knauer Primary AE: Original Date / Rev: 09/20/12 / 09/20/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-2 Advertiser External ID:

## Bill Plan

Revenue Codes:

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	59	\$44,650.00	\$37,952.50
09/24/12	09/30/12	63	\$57,550.00	\$48,917.50
10/01/12	10/07/12	6	\$16,000.00	\$13,600.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	122	\$102,200.00	\$86,870.00	0.00
October 2012	6	\$16,000.00	\$13,600.00	0.00
Totals	128	\$118,200,00	\$100,470,00	0.00

Agency External ID:

**Totals** 

## Account Executive

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Joe Knauer			Start Of Order - End Of Order	100%	

AGY, GEN, POL

Lr	n Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
1	WKYC	09/18/1	2 09/28/12	Days of Our Lives	CM	1p-2p	- TWTF	:30	4	\$375.00 P-3	0.00 NM	8	\$3,000.00
				Days of Our Lives									
	DAYS (	OF OUR I	LIVES										
		rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	Neek: 09/		09/23/12	- TWTF	4	\$375.00	0.00						
	Neek: 09/		09/30/12	- TWTF	4	\$375.00	0.00						
2	2 WKYC	09/18/1	2 09/28/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	4	\$150.00 P-3	0.00 NM	5	\$1,000.00
	0000	001404	157	11a-1230p									
		COMPAN		\A/	0 . 00.	5.	5 .:						
,		rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating					ł	
_ `	Neek: 09	Date Ra	09/23/12	escription	1 Stor	\$150.00 t/End Time	0.00	Weekda	I o	nath Bata	Dta Tuno		
<u> </u>				1-F 11a-1230p		1230p	-	- T	<u>ys Lei</u>	ngth Rate :30 \$200.00	Rtg Type 0.00 NM		
		r. rate - jh		1-1 11a-1230p	i i a	1230p		1		.30 ψ200.00	0.00 INIVI		
,	Neek: 09	,	09/30/12	- TWTF	4	\$200.00	0.00						
_			2 09/28/12	Tonight Show	CM	1135p-1237a		:30	2	\$800.00 P-3	0.00 NM	4	\$3,200.00
,	VINIC	09/10/1	2 09/20/12	Tonight Show	Civi	1135p-1237	z - 1 VV 11'	.30	2	φουυ.υυ F-3	U.UU INIVI	4	φ3,200.00
	TONIG	HT SHOV	V	ronight onow									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
١	Neek: 09		09/23/12	- TWTF	2	\$800.00	0.00						
١	Week: 09	24/12	09/30/12	- TWTF	2	\$800.00	0.00						
	WKYC	09/18/1	2 09/18/12	M-F 10-11a	CM	10a-11a	- T	:30	1	\$200.00 P-3	0.00 NM	1	\$150.00
				M-F 10-11a									
	TODAY	SHOW:	3										

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Order / Rev: 714001 Advertiser: Obama/D/President

Alt Order #: 06316848 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/18/12 - 10/01/12 Estimate: 1781

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Γime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
4 WKYC	09/18/1	2 09/18/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	- T	- :30	1	\$200.00 P-3	0.00 NM	1	\$150.00
	SHOW 3			0	Б.	D. ()						
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> - T	Spots/Week	Rate \$200.00	Rating 0.00						
	Date Ra		escription	Start	/End Time	0.00	Weekdays	Lengt	th Rate	Rtg Type		
		2-09/23/12 N	1-F 10-11a	10a-	11a		- T	- :30	0 \$150.00	0.00 NM		
	. rate - jh											
5 WKYC	09/18/1	2 09/28/12	M-F 11a-1230p	CM	11a-1230p	- TWTF-	- :30	3	\$200.00 P-3	0.00 NM	6	\$1,200.00
MIDDA	Y NEWS		11a-1230p									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF	3	\$200.00	0.00						
Week: 09/		09/30/12	- TWTF M-F 2-3p	3 CM	\$200.00 2-3p	0.00 - TWTF-	- :30	4	\$300.00 P-3	0.00 NM	8	\$2,400.00
6 WRIC	09/10/1	2 09/20/12	Rachel Ray	CIVI	2-3p	- 1W1F-	30	4	\$300.00 F-3	U.UU INIVI	٥	φ2,400.00
RACHA	EL RAY		.,									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ Week: 09/		09/23/12 09/30/12	- TWFF - TWFF	4	\$300.00 \$300.00	0.00 0.00						
		2 09/28/12	M-F 3-4p	CM	3p-4p	- TWTF-	- :30	4	\$350.00 P-3	0.00 NM	8	\$2,800.00
			The Doctors	-					,			* ,
	OCTORS				<b>.</b> .	5						
Sta Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$350.00	Rating 0.00						
Week: 09/		09/23/12	- TWTF	4	\$350.00	0.00						
8 WKYC	09/18/1	2 09/28/12	M-F 4-5p	CM	4p-5p	- TWTF-	- :30	4	\$450.00 P-3	0.00 NM	7	\$3,150.00
001414	- N.T.O. A.D.	DLV TO OLL	Ellen Degeneres	Б								
ELLEN	ENTS AP	PLY 10 50	B LINES A THRU	В								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWTF - TWTF	4	\$450.00	0.00						
Week: 09/		09/30/12	M-F 5-6a	3 	\$450.00 5a-6a	0.00 - TWTF-	- :30	2	\$350.00 P-3	0.00 NM	4	\$1,400.00
9 WKTC	03/10/1	2 03/20/12	Channel 3 News	_	Ja-0a	- 1 W11 -	50	2 .	ψ550.001 -5	0.00 14101	4	Ψ1,400.00
	AT SUNF											
Sta Week: 09/	rt Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	Rate	Rating						
Week: 09/		09/23/12 09/30/12	- TWTF	2 2	\$350.00 \$350.00	0.00 0.00						
10 WKYC	09/18/1	2 09/28/12	M-F 5-6p	CM	5p-6p	- TWTF-	- :30	4 \$1	1,000.00 P-2	0.00 NM	7	\$7,000.00
			Dr. Phil	_								
COMME DR. PH		PLY TO SU	B LINES A THRU	В								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	- TWF		\$1,000.00	0.00						
Week: 09/		09/30/12	- TWTF M-F 6-630p		\$1,000.00	0.00	.20	4 ¢4	1 000 00 D 2	0.00 NM	2	¢2 c00 00
II WRIC	09/10/1	2 09/20/12	Channel 3 News	CM at 6p	6p-630p	- TWTF-	- :30	ΙФΙ	1,800.00 P-3	U.UU INIVI	2	\$3,600.00
CH 3 N	EWS AT	6										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ Week: 09/		09/23/12 09/30/12	- TWTF - TWTF		\$1,800.00 \$1,800.00	0.00 0.00						
-		2 09/28/12		CM	6a-7a	- TWTF-	- :30	2	\$800.00 P-3	0.00 NM	4	\$3,200.00
			Channel 3 News	_			-					
	IEL 3 NE				<b>.</b> .							
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> - TWFF	Spots/Week 2	Rate \$800.00	Rating 0.00						
Week: 09/		09/23/12	- TWTF	2	\$800.00	0.00						
13 WKYC	09/18/1	2 09/28/12	M-F 7-730p	CM	7-730p	- TWTF-	- :30	1 \$1	1,800.00 P-3	0.00 NM	2	\$3,600.00
CH 2 N	EINIC AT	7	Channel 3 News	at 7P								
	EWS AT	/ End Date	Weekdays	Spots/Week	Rate	Rating						
<u> </u>	Date	LIN Date	vvoondays	Opolo, Week	itale	raing				ı	ı	

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Order / Rev: 714001 Advertiser: Obama/D/President

23 WKYC 09/18/12 09/25/12

THE VOICE

Tue Prime A

Tue Prime A

CM

8-9p

- T- - - -

:30

1 \$4,000.00 P-3

0.00 NM

2

\$8,000.00

Alt Order #: 06316848 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/18/12 - 10/01/12 Estimate: 1781

Ln Ch End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start 13 WKYC 09/18/12 09/28/12 M-F 7-730p CM 7-730p - TWTF- -:30 \$1,800.00 P-3 0.00 NM \$3,600,00 Channel 3 News at 7P CH 3 NEWS AT 7 Start Date **End Date** Weekdays Spots/Week Rate Rating - TWTF- -\$1,800.00 Week: 09/17/12 09/23/12 0.00 - TWTF- -0.00 09/30/12 1 \$1,800.00 Week: 09/24/12 14 WKYC 09/18/12 09/28/12 M-F 7-9a Today CM 7a-9a - TWTF- -:30 7 \$800.00 P-3 0.00 NM \$11,200,00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating - TWTF- -Week: 09/17/12 09/23/12 \$800.00 0.00 - TWTF- -Week: 09/24/12 09/30/12 7 \$800.00 0.00 15 WKYC 09/18/12 09/28/12 M-F 730-8p СМ 730-8p - TWTF- -:30 4 \$1,200.00 P-3 0.00 NM \$9,600.00 **Entertainment Tonight** ENTERTAINMENT TONIGHT Start Date **End Date** Weekdays Spots/Week Rate Rating - TWTF- -Week: 09/17/12 09/23/12 \$1,200,00 0.00 - TWTF- -Week: 09/24/12 09/30/12 4 \$1,200.00 0.00 16 WKYC 09/18/12 09/28/12 M-F 9-10a Todav II CM 9a-10a - TWTF- -:30 \$400.00 P-3 0.00 NM \$3,200,00 Today Show II **TODAY SHOW II** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 - TWTF- -\$400.00 0.00 - TWTF- -Week: 09/24/12 09/30/12 \$400.00 0.00 17 WKYC 09/18/12 09/29/12 LN (M-Su) СМ 11P-1135P - TWTFS-:30 1 \$1.800.00 P-3 0.00 NM \$3,600.00 Late News (M-Su) CH 3 NEWS AT 11 Weekdays Rating Start Date **End Date** Spots/Week Rate - TWTFS-Week: 09/17/12 09/23/12 \$1.800.00 0.00 1 - TWTFS-Week: 09/24/12 09/30/12 1 \$1,800.00 0.00 18 WKYC 09/24/12 09/24/12 Mon Prime Other CM M----:30 2 \$6.500.00 P-3 0.00 NM \$13,000.00 Various Monday Prime Other (8:00 PM-10:00 PM) COMMENTS APPLY TO SUB LINES A THRU B THE VOICE Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 Week: 09/24/12 \$6,500.00 0.00 19 WKYC 09/22/12 09/29/12 SAT TDY СМ 7a-9a - - - - S-:30 \$800.00 P-3 0.00 NM \$1,600.00 NBC Today Show (Sa) SATURDAY TODAY **End Date** Rating Start Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ---S-\$800.00 0.00 ---S-Week: 09/24/12 09/30/12 \$800.00 0.00 \$1,600.00 20 WKYC 09/23/12 09/30/12 SUN TDY CM ----S :30 \$800.00 P-3 0.00 NM 8a-9a NBC Today Show (Su) SUNDAY TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$800.00 0.00 Week: 09/24/12 09/30/12 ---S \$800.00 0.00 21 WKYC 09/20/12 09/20/12 Thu Prime A CM 8-9p ---T---.30 \$2,500.00 P-3 0.00 NM \$2,500.00 Thu Prime A 30 ROCK/UP ALL NIGHT Rating Start Date **End Date** Weekdays Spots/Week Rate \$2,500.00 Week: 09/17/12 09/23/12 - T- -0.00 22 WKYC 09/18/12 09/25/12 Tue Prime C CM 10-11p - T- - - -:30 1 \$3,500.00 P-3 0.00 NM \$7,000.00 Tue Prime C **PARENTHOOD** End Date Start Date Weekdays Spots/Week Rate Rating - T- - - -\$3,500.00 Week: 09/17/12 09/23/12 0.00 1 \$3,500.00 Week: 09/24/12 09/30/12 0.00

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WKYC

Order / Rev: 714001

Advertiser: Obama/D/President

Alt Order #: 06316848 Product Desc: OBAMA FOR AMERICA

Flight Dates: 09/18/12 - 10/01/12 Estimate: 1781

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
23 WKYC	09/18/12	2 09/25/12	Tue Prime A	CM	8-9p	=	T	:30	1	\$4,000.00 P-3	0.00 NM	2	\$8,000.00
THE VOI	ICE		Tue Prime A										
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	_						
Week: 09/1 Week: 09/2		09/23/12 09/30/12	- T - T	1	\$4,000.00 \$4,000.00	0.0 0.0							
24 WKYC			M-F 4-5p	CM	4р-5р		Л	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
			Ellen Degeneres										
ELLEN Start	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week: 09/2		09/30/12	M	1	\$450.00	0.0	_						
25 WKYC	09/24/12	2 09/24/12	M-F 5-6p	CM	5р-6р	N	<i>I</i>	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
NEWS A	T SUNR	RISE	Dr. Phil										
	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 09/2		09/30/12	M	1	\$1,000.00	0.0				<b>A</b> 0000 00 <b>D</b> 0	0.00.1114		<b>#</b> 222.22
26 WKYC	09/24/12	2 09/24/12	M-F 7-9a Today Today Show	СМ	7a-9a	Ŋ	<b>1</b>	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
TODAY S	SHOW												
Start Week: 09/2	t Date	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week	Rate \$800.00	Ratin 0.0	_						
27 WKYC				CM	730-8p		<u>/</u> 1	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
			Entertainment To	night	•					, ,			, ,
	AINMEN t Date	NT TONIGH End Date	T <u>Weekdays</u>	Spots/Week	Rate	Ratin	a						
Week: 09/2		09/30/12	M	<u>3pots/Week</u>	\$1,200.00	0.0	_						
28 WKYC	09/24/12	2 09/24/12	M-F 9-10a Today	II CM	9a-10a		Л	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
TODAY S	SHOW II	I	Today Show II		(9:00 AM-10	:00 AM)	)						
	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 09/2		09/30/12	M	1	\$400.00	0.0						_	
29 WKYC	09/19/12	2 09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-	- WГF	:30	3	\$200.00 P-3	0.00 NM	3	\$600.00
GOOD C	OMPAN		114 12000										
Start Week: 09/1	t Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Ratin	_						
30 WKYC		09/23/12	M-F 10-11a	CM	\$200.00 10a-11a	0.0	TWTF	:30	1	\$150.00 P-3	0.00 NM	5	\$750.00
			M-F 10-11a							*		_	4.00.00
TODAY Start	SHOW 3 t Date	Bend Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week: 09/1		09/23/12	WГF	2	\$150.00	0.0							
Week: 09/2		09/30/12	- T	3	\$150.00	0.0							
31 WKYC	10/01/12	2 10/01/12	Mon Prime Other Monday Prime Other	CM ther	Various (8:00 PM-10		Л )	:30	13	\$10,000.00 P-2	0.00 NM	1	\$10,000.00
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin							
Week: 10/0		10/07/12	M		\$10,000.00	0.0				<b>4000 00 D 0</b>	0.00.1114		<b>#</b> 000.00
32 WKYC	10/01/12	2 10/01/12	M-F 4-5p Ellen Degeneres	СМ	4р-5р	ľ	Л	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 10/0		10/07/12	M	1	\$600.00	0.0							
33 WKYC	10/01/1:	2 10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	N	<b>1</b>	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10/0		10/07/12	M	1	\$1,000.00	0.0							
34 WKYC	10/01/12	2 10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	N	<b>1</b>	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Ratin	q						
Week: 10/0	1/12	10/07/12	M	1	\$1,400.00	0.0	00						
35 WKYC	10/01/12	2 10/01/12	M-F 730-8p	CM	730-8p	N	<b>1</b>	:30	1	\$2,400.00 P-2	0.00 NM	1	\$2,400.00
Start	t Date	End Date	Entertainment To Weekdays	night Spots/Week	Rate	Ratin	a						
Start	. 2010		**************************************	Spoto, WOOK	raic	Addil	<u> </u>						

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Order / Rev: 714001 Advertiser: Obama/D/President

Alt Order #: 06316848 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/18/12 - 10/01/12 Estimate: 1781

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
35 WKYC	10/01/12	10/01/12	M-F 730-8p	CM	730-8p	M	:30	1	\$2,400.00 P-2	0.00 NM	1	\$2,400.00
			Entertainment To	night								
Start	Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	1/12	10/07/12	M	1	\$2,400.00	0.00						
36 WKYC	10/01/12	10/01/12	M-F 9-10a Today	II CM	9a-10a	M	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			Today Show II									
Start	Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	1/12	10/07/12	M	1	\$600.00	0.00						

Totals 128 \$118,200.00